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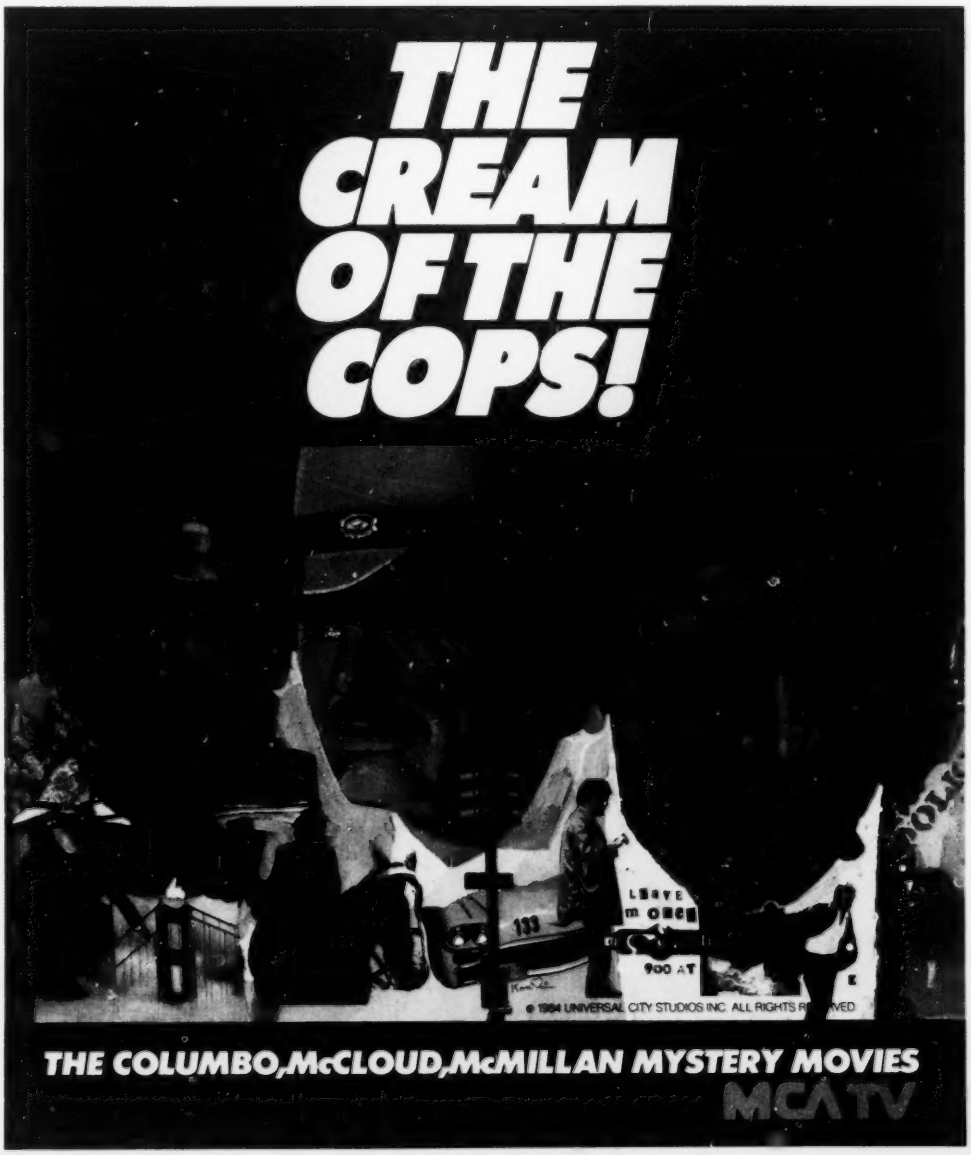
The Fifth Estate

Broadcasting ϟ Feb 20



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Vol. 106 No. 8

Broadcasting Feb 20

NATPE closes San Francisco show
CBS bows out of fin-syn talks □ Bids are in for D.C. cable
INTV-NATPE still at scheduling impasse

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Country Radio reprises in Nashville

For first time, seminar will feature exhibit hall with 20 companies in hand

The spotlight will be on country music beginning next week (March 1-3) when over 700 radio and record industry representatives descend on the Opryland hotel in Nashville for the 15th annual Country Radio Seminar, sponsored by Country Radio Broadcasters (CRB).

The keynote address, set for Friday (March 2) at 9 a.m., will be given by Pam Lontos, a specialist in radio sales motivation. The closing remarks, scheduled for Saturday (March 3) at 5:30 p.m., will be given by country comedian and inspirational speaker Jerry Clower. An artist-attended reception officially kicks off the festivities on Thursday evening (March 1).

A first for this year's Country Radio Seminar is the establishment of an exhibit hall where over 20 companies will be represented. Motorola will display a 1984 Buick equipped with Motorola's new C-Quam AM stereo receiver. The CRB board voted last September to have an exhibit hall and a full-time effort on the project began only last month, noted Dave Donahue, exhibit and suite coordinator for CRB. "The response on such short notice has been excellent," he said. The exhibit hall, which encompasses 6,000 square feet of space, will be open from 2 p.m. to 7 p.m. on Thursday and Saturday and from 2 p.m. to 10 p.m. on Friday.

There will be 18 workshops including topics on evaluating outside programing sources, structuring rate cards and running focus groups. And for the first time this year, there will be six sessions specifically geared to the record industry (but open to all attendees) called MIPS (Music Industry Professional Seminars). They are coordinated by the Country Music Association (CMA) and are scheduled to begin on Thursday afternoon (March 1) at 2 p.m.

"Early bird" sessions on agribusiness and engineering will start the day on Friday at 7:45 a.m. The CRB will also hold its annual forum on the relationship between stations and rep firms. Conference agenda chairman for 1984 is Charlie Cook, a Los Angeles radio personality.

As in past years, the seminar will close with a banquet and the "New Faces Show" where broadcasters and record label executives review 10 new country acts.

As of late last week, paid pre-registration stood at 575. According to CRB officials, attendance for the three-day event has been growing by between 50 and 100 people each year. Total attendance in 1983 was 640. □

NBC's first win of the season

With eight of the top 15 programs and with victories on three of the seven nights, NBC-TV scored its first weekly win of the 1983-84 prime time season in the week ended Feb. 12. NBC came in with a Nielsen rating/share of 17.5/27, CBS was second with 17.3/26 and ABC—despite its coverage of the Olympics, or because of it—was third with 17.0/26. With only half a rating point between first and last, it was the most competitive of the season's 20 weeks thus far. CBS has won 14 and ABC five.

ABC's first two nights of prime time coverage of the Olympic games, Tuesday and Wednesday, must have helped NBC more than they helped ABC. The Tuesday night games certainly didn't help ABC, averaging 11.6/18 and ranking 54th among the week's 59 programs. The Wednesday night games improved in ratings (17.2/27), ranking 25th, but not enough to keep the night—which usually goes to ABC—from going to NBC. NBC also won Monday and Tuesday nights.

ABC's Olympics ratings, after their seeming recovery on Wednesday night, took a sharp turn for the worse on Thursday evening, when events at the Sarajevo games site were so dull that ABC trimmed its coverage from three hours to two, inserting a *20/20* broadcast at 10 p.m. The Olympics portion came in at 13.7/20, and *20/20* did 11.7/19. Beginning Friday, however, the Olympics ratings turned healthy and became increasingly so, going from 18.7/30 on Friday to 18.8/31 on Saturday and 19.3/29 on Sunday, ranking 20th, 19th and 18th respectively.

Despite the resurgence, rival network researchers said that the Olympics ratings for the week averaged 17.4/27 and that, as one put it, "this was the first time anyone lost with an Olympic week since 1968."

NBC won the week primarily with its regular lineup. A spokesman said NBC researchers had studied the ratings for the 1980 and 1976 games and concluded, among other things, that regular programing tends to do best against Olympics. So with few exceptions, NBC stayed with its regular series; even when it presented what might otherwise be called special programs, it put them into regular movie spots. Thus, Michael Landon in *Little House Farewell* was shown as the NBC Monday night movie (and scored a 22.0/32, ranking ninth for the week), and part one of the three-part *Celebrity* was presented as the NBC Sunday night movie (21.2/33, ranking 12th).

For the first 13 days of the Arbitron local measurement sweep (Feb. 1-13), ABC leads in the network ratings with 18.5 to CBS's 16.6 and NBC's 16.5. For the first 12 days of the Nielsen local sweep (Feb. 2-13), ABC is ahead in the nationals with 18.1, followed by CBS at 17.2 and NBC at 16.6. □

Rank	Show	Network	Rating/Share
1.	A Team	NBC	26.8/38
2.	Simon & Simon	CBS	26.4/38
3.	Dallas	CBS	25.3/38
4.	60 Minutes	CBS	24.5/38
5.	Magnum, P.I.	CBS	24.3/36
6.	Riptide	NBC	23.5/34
7.	Knots Landing	CBS	22.9/37
8.	Falcon Crest	CBS	22.1/36
9.	Lt. House/Farewell	NBC	22.0/32
10.	Remington Steele	NBC	21.4/37
11.	TV Bloopers	NBC	21.3/30
12.	Celebrity, part 1	NBC	21.2/33
13.	Knight Rider	NBC	20.7/30
14.	Barbara Walters Special	ABC	20.6/32
15.	Facts of Life	NBC	20.4/30
16.	Arthur	ABC	20.1/28
17.	Hill Street Blues	NBC	19.8/32
18.	Winter Olympics Sun. 7 p.m.	ABC	19.3/29
19.	Winter Olympics Sat. 8 p.m.	ABC	18.8/31
20.	Winter Olympics Sat. 8 p.m.	ABC	18.7/30
21.	Jeffersons	CBS	18.5/27
22.	Real People	NBC	17.9/27
23.	Family Ties	NBC	17.9/26
24.	Gimme A Break	NBC	17.5/26
25.	Winter Olympics Wed. 9 p.m.	ABC	17.2/27
26.	Cheers	NBC	17.1/25
27.	Scarecrow & Mrs. King	CBS	17.1/24
28.	Alice	CBS	16.8/24
29.	Dukes of Hazzard	CBS	16.6/26
30.	A Good Sport	CBS	16.2/25
31.	Four Seasons	CBS	16.2/24
32.	Night Court	NBC	16.2/24
33.	AfterMASH	CBS	16.0/22
34.	Diff'rent Strokes	NBC	15.9/26
35.	One Day at a Time	CBS	15.5/22
36.	Mike Hammer	CBS	15.2/27
37.	Silver Spoons	NBC	14.9/24
38.	Newhart	CBS	14.9/21
39.	Bugs Bunny Special	CBS	14.8/22
40.	Mississippi	CBS	14.7/21
41.	St. Elsewhere	NBC	14.4/24
42.	Trapper John, MD.	CBS	14.3/22
43.	20/20 (Wed)	ABC	14.3/21
44.	Airwolf	CBS	143.9/22
45.	Winter Olympics Thurs. 8 p.m.	ABC	13.7/20
46.	Buffalo Bill	NBC	13.4/20
47.	Mama's Family	NBC	13.2/21
48.	Fantastic World of Collins	NBC	12.9/20
49.	We Got It Made	NBC	12.5/20
50.	Bugs Bunny Special	CBS	12.4/20
51.	Charlie Brown Special	CBS	12.4/20
52.	The Sky's No Limit	CBS	12.0/19
53.	20/20 (Thurs.)	ABC	11.7/19
54.	Winter Olympics Tues. 8 p.m.	ABC	11.6/18
55.	Emerald Point, N.A.S.	CBS	10.5/16
56.	Yellow Rose	NBC	10.4/18
57.	Berenstain Bears Special	NBC	9.8/15
58.	Chipmunk Valentine	NBC	8.3/13
59.	New Show	NBC	8.1/13

Seller is majority owned by Willard Schroeder. Other owners are Edsko Hekman and Michael Lareau. Lareau will have minority interest in buyer and will remain as stations' president and general manager. Sellers also own 86% of WSPD(AM)-WLQR(FM) Toledo, Ohio. Buyer ownership includes voting stock (VS) (1,000 shares) and nonvoting stock (NVS) (73,930 shares). It is owned by Lareau (5% VS; 13.5% NVS), Harvey Grace (47.5% VS), and Siedman, Jackson & Fisher, Chicago-based venture capital firm (47.5% VS; 86.5% NVS). SJ&F's share actually represents investments by various corporations and limited partnerships. Grace is former president and part owner, with less than 1%, of WTTV(TV) Bloomington (Indianapolis), Ind., which was recently sold ("For the Record," Feb. 13). He and SJ&F also have majority interest in KDON-AM-FM Salinas, Calif. Filed Feb. 6.

■ WEBC(AM)-WGGR(FM) Duluth, Minn. (560 khz, 5 kw-U; FM: 105.1 mhz, 100 kw, HAAT: 750 ft.)—Seeks assignment of license from Midwest Radio Co. of Duluth Inc. to Northland Broadcasting Co. for $2 million, comprising $500,000 cash and $1.5 million seller's note. Seller also has announced intention to sell KQWB-FM Moorehead, Minn., and KQWB(AM) Fargo, N.D., to same buyers. It also owns KQBR(AM) Brainerd, Minn. Voting stock is equally owned by brothers, Larry and James Lakoduk. Buyer is owned by Alan R. Brill. He also owns WYNT(AM)-WPVA-FM Colonial Heights (Petersburg), Va.; KLIK(AM)-KTXY(FM) Jefferson, City, Mo., and WHUM(AM) Reading, Pa. Brill also has 10% interest in Worrell Broadcasting Inc., licensee of WHSV-TV Harrisonburg, Va., and WIFR-TV Freeport (Rockford), Ill. Filed Feb. 8.

■ WFBT-TV Minneapolis (independent; ch. 29, ERP: 1,811 kw vis., 181 kw aur., HAAT: 1,440 ft.)—Seeks transfer of control from Jonathan E. Byrd and others to Beverly Hills Hotel Corp. for $12 million cash plus other consideration. Originally announced price was $14.5 million ("Closed Circuit," Dec. 12, 1983). Seller is principally owned by Byrd, Daniel N. Koker and Robert J. Basar (30% each), none of whom have other broadcast interests. Buyer is owned by New York financier, Ivan Boesky, and his family (53.2%) and Beverly Hills Hotel Corp. president, Burton Slatkin, and his family (46.8%). Buyer recently purchased 85% of KGMC(TV) Oklahoma City for approximately $7 million ("In Brief," Dec. 12, 1983). Filed Jan. 18.

■ KBMY(AM) Billings, Mont. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Eastern Montana College Foundation to Communications Systems II for $420,000 cash. Seller is nonprofit organization affiliated with state-supported school. Dr. Bruce Carpenter is school's president. It received station as donation recently from Peoria Journal Star Inc. ("Riding Gain," Oct. 24, 1983), and also owns co-located noncommercial KEMC(FM). Buyer is group of eight investors headed by Raymond M. McLean. It also owns co-located KZLS(FM). Five of investors have minority interest in KGLM-FM Buffalo, Wyo. Filed Feb. 6.

■ KHOB(AM) Hobbs, N.M. (1390 khz, 5 kw-D, 250 w-N)—Seeks assignment of license from The Smith Corp. to William S. Sanders for $500,000—comprising $50,000 cash, $263,000 seller's note and $187,000 in previous notes—plus $100,000 noncompete agreement. Seller is owned by Dan O'Shea Smith, and his wife, Linda. They have no other broadcast interests. Buyer is owned by William S. Sanders. He has minority interest in co-located KPER(FM); KVKM(AM)-KGGE(FM)[CP] Monahans, Tex., and KAAP(AM)-KKBZ(FM) Santa Paula, KDHI(AM)-KQYN(FM) Twenty Nine Palms and KOTE-(AM)-KKZZ-FM Lancaster, all California. Filed Feb. 7.

■ WGRC(AM) Spring Valley, N.Y. (1300 khz, 500 w-D)—Seeks assignment of license from Rockland Media Corp. to The Great Radio Co. Inc. for $525,000, comprising $125,000 cash and $400,000 seller's note. Seller is owned by six investors, including Elton L. Spitzer (42%), Eugene W. Gugig (21.5%) and Daniel L. Blume (13%). Spitzer and Blume are former principals of Stereo Broadcasters Inc., whose license renewal of WLIR(FM) Garden City, was denied in 1981 for illegal transfer of control and misrepresentation. Spitzer has interest in Phoenix Media Corp., interim operator of the station, and in WYLF(FM) South Bristol, N.Y. He, Blume and Gugig have interest in WRMV(AM)-WYUT(FM) Herkimer, N.Y. Buyer is owned by David Corning (10%) and Lora Drake (90%). Corning is general manager at WTBQ(AM) Warwick, N.Y.; Drake is Harrington Park, N.J., investor. Filed Feb. 6.

■ WPGO(FM)[CP] (formerly WAEM(FM)[CP]) Shallotte, N.C.—Seeks assignment of license from Oceanside Broadcasting Co. to Foremark Communications for sum not to exceed $14,000. Seller is owned by A. Earl Milliken, who also was 25% owner of recently sold co-located WVCB(AM) ("For the Record," Jan. 30, 1983). Buyer is owned by Anthony J. Manafo. His son, Mark S. Manafo, also owns WNBB(FM)[CP] Grifton, N.C., and 24% of KLRR(AM)-KLMC(FM)[CP] Leadville, Colo. Filed Feb. 8.

■ KEX(AM)-KKRZ(FM) Portland, Ore. (1190 khz, 50 kw-U; FM: 100.3 mhz, 100 kw, HAAT: 900 ft.)—Seeks assignment of license from KEX Inc. and KQFM Inc. to Taft Broadcast Inc. for $8,127,391. Sale includes approximately 50 acres of land. Seller is owned by estate of Ina S. Autry—Orvon Gene Autry and Stanley B. Schneider, co-executors. It also owns WCXI-AM-FM Detroit and KAUT(TV) Oklahoma City. Gene Autry also owns KMPC(AM) Los Angeles and KPLZ(FM)-KVI(AM) Seattle. Buyer is Cincinnati-based, publicly traded, producer, syndicator and group owner of five AM's, six FM's and seven TV's. It is headed by Dudley S. Taft, president, and Carlyle J. Wagner, executive vice president, radio and cable TV. Filed Jan. 27.

■ WQTW(AM) Latrobe, Pa. (1570 khz, 1 kw-D)—Seeks assignment of license from Robert H. Stone, trustee, to L. Stanley Wall for $66,000. Sale is conditioned upon approval of bankruptcy court. Seller took over from previous licensee, Regency Broadasting Corp., which filed for bankruptcy in court for Western District of Pa. (Case 83-207). Buyer also owns WLSW(FM) Scottsdale, Pa. Filed Jan. 30.

■ WPNT(FM) Pittsburgh (92.9 mhz, 47 kw, HAAT: 890 ft.)—Seeks assignment of license from Westinghouse Broadcasting and Cable Inc. to WPNT Inc. for $3 million cash. Seller also owns six AM's, four FM's, including co-located KDKA(AM) and six TV's, including co-located KDKA-TV. Buyer is Saul M. Frischling, former station owner and now president of H-F/Stone Inc., New York holding company. He has no other broadcast interests. Filed Jan. 31.

■ WLVW(FM) Moncks Corner, S.C. (105.5 mhz, 3 kw, HAAT: 265 ft.)—Seeks assignment of license from Nuance Corp. to O'Grady Communications Inc. for $350,000. Seller is owned by I.S. Leevy Johnson (44.7%), his brother-in-law, J. Wade Degraffenreidt (27.7%), and George J. Wright and his wife, Lottie (27.7%). Seller bought station three-and-a-half years ago for $325,000 ("For the Record," Nov. 10, 1980). It also owns WOIC(AM) Columbia, S.C. Buyer is owned by James F. O'Grady Jr. and family. It also owns WGCA(AM) Charleston, S.C. O'Grady is partner in station brokerage firm of Richter O'Grady Co. His son, Kevin J. O'Grady, who is also in firm, and Kevin's wife, Susan B., also have interest in app. for new FM at North Charleston, S.C. Filed Jan. 30.

■ WHAL(AM)-WYCQ(FM) Shelbyville, Tenn. (1400 khz, 1 kw-D, 250 w-N; FM: 102.9 mhz, 100 kw, HAAT: 510 ft.)—Seeks transfer of control of Shelbyville Broadcasting Corp. from Thomas H. Strawn Jr. (85% before; none after) to RRW Broadcasting Inc. for $69,000. "Transfer is made in lieu of (bank) foreclosure." Seller purchased stations five years ago for $600,000 ("For the Record," July 30, 1979). Buyer is owned by Ronnie Wallace, who has no other broadcast interests. Filed Feb. 6.

Summary of broadcasting
as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,935
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KTAB-TV Abilene, Tex. (CBS, ch. 32; 2051.3 kw vis., 610.7 kw aur., HAAT: 909.5 ft.; ant. height above ground: 749 ft.)—Seeks transfer of control from William Terry (55% before; 50% after) to Brian Mundy and Larry Fitzgerald (none before; 2.5% each after) for $15,000. Filed Feb. 7.

Actions

■ KCUZ(AM) Clifton and KFMM(FM) Thatcher, both Arizona (1490 khz, 1 kw-D, 250 w-N; FM 99.1 mhz, 50 kw, HAAT: 2,280 ft.)—Granted assignment of license from Payne Broadcasting Inc. to Wick Broadcasting Co. for $250,000. Consideration is allocated: KFMM $150,000, KCUZ $75,000 and all other assets, assignments and goodwill, $25,000. Seller is owned by brothers, William F. (51%) and John W. Payne (49%). William Payne also owns KNOT-AM-FM Prescott, Ariz. John Payne owns 40% of applicant for new AM at Sahuarita, Ariz. Buyer is owned by Frank Newell, publisher of *Eastern Arizona Courier* (10%) and brothers Walter and Robert J. Wick, who are equal trustees of Milton I. Wick Publishing Co., newspaper publishers (90%). Action Feb. 1.

■ KGOE(AM) Thousand Oaks, Calif. (850 khz, 500 w-D, 250 w-N)—Granted assignment of license from Conejo Broadcasting Inc. to Comedy Broadcasting Co. for $750,000—$347,000 cash, $253,000 note and $150,000 noncompete agreement—including real estate. Seller is principally owned by Roger Soares and James Simon. Soares is Wallkill, N.Y., businessman, who has no other broadcast interests. Simon is news announcer at KYA(AM) San Francisco. Buyer is limited partnership of 14 investors including Ira Barmak, general partner. Barmak is Beverly Hills, Calif., doctor with no other broadcast interests. Action Feb. 3.

■ WQDI(AM) Homestead, Fla. (1430 khz, 500 w-U)—Granted assignment of license from Radio South Dade Inc. to Greater Miami Broadcasting Inc. for $1,265,000, including noncompete agreement and $1,050,000 note. Seller is owned by James L. Wiggins. It is also applicant for new FM at Homestead, Fla. Buyer is owned by Dr. Ramiro Marrero, M.D., who is Miami-based internal medicinist. He has no other broadcast interests. Action Feb. 3.

■ WYSE(AM) Inverness, Fla. (1560 khz, 5 kw-D)—Granted assignment of license from Oz Broadcasting Inc. to Duke Roberts Broadcast Consultants Inc. for $350,000. Seller is owned by John O'Donnell (51%) and Loren Zimmerman (49%). Neither has other broadcast interests. Buyer is owned by Robert D. Stoehr, who is consultant for WIQI-(FM) [formerly WJYW(FM)] Tampa, Fla. He sold WAPR-(AM) Avon Park, Fla., two years ago for $300,000 ("Changing Hands," Aug. 17, 1981). Action Feb. 3.

■ WTCA-TV Tallahassee, Fla. (ABC, ch. 27, 1,416 kw, HAAT: 867 ft.)—Granted transfer of control from Allen Communications Inc. to Tallahassee-27 Limited Partnership for $3.8 million. Seller is owned by F.C. Allen, Tallahassee businessman, who has no other broadcast interests. Buyer is owned by U.S. Communications Group, general partner, and yet-to-be-named limited partners, who will own up to 40%. U.S. Communications owners are Joseph D. Tydings (43%), Washington attorney and former U.S. senator (D-Md.); Mitchell S. Cutler, Washington attorney, and Louis Frey Jr., Washington attorney and former U.S. representative (R-Fla.) (20% each), and John A. Janas (17%), who is former vice president, media group, for Atlanta-based group owner Rollins Inc. Frey has 16% interest in WMOD(TV) Melbourne, Fla., and Janas is limited partner in three TV's. Action Jan. 27.

■ WAMR(AM)-WRAV(FM) Venice (Sarasota), Fla. (1320 khz, 5 kw-D, 1 kw-N; FM: 92.1 mhz, 3 kw; HAAT: 315 ft.)—Granted assignment of license from Venice-Nokomis Broadcasting Co. to Florida Broadcasting Group Inc. for $2.1 million. Seller is owned by Florence Rhodes (80%) and husband, Larry (20%). They have no other broadcast interests. Buyer is owned by James E. Oglesby and Asis Saha (40% each), Doyle Hadden and Bradley J. Davis (10% each). Oglesby and Saha are physicians in Orlando, Fla., area. Hadden is account executive at WBJW(FM) Orlando. Davis is Orlando attorney. Action Feb. 3.

■ WLHI(FM) Fort Wayne, Ind. (88.3 mhz, 10 w [CP 100 w, HAAT: 100 ft.])—Granted assignment of license from Fort Wayne Lutheran Association for Secondary Education Inc. to The Lutheran Association for Broadcasting for no consideration. Seller is nonprofit organization with no other broadcast interests. Buyer is nonprofit organization headed by Rev. Luther G. Strasen. It has no other broadcast interests. Action Feb. 1.

■ KOAK-AM-FM Red Oak, Iowa (1080 khz, 250 kw-D; 95.3 mhz, 3 kw, HAAT: 97 ft.)—Granted assignment of license from Red Oak Radio Co. to Montgomery County Broadcasting Co. for $260,000. Seller is owned by R. Stephen Looney, president, and three others. Looney also has minor interest in KLFQ-FM Lyons, Kan. Others have no broadcast interests. Buyer is owned by Michael G. O'Connor and his wife, Phoebe J. (30% each); Paul W. Ahrens and Edward F. Bock (20% each). Michael O'Connor and Ahrens each own 10% of KCHE-AM-FM Cherokee, Iowa. Bock